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METHOD AND APPARATUS FOR SELECTING AND DELIVERING INTERNET
BASED ADVERTISING

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ABSTRACT OF THE DISCLOSURE

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A network based advertising selection system for selecting and delivering
advertising content to a user computer. A content server receives a request for content
from a user computer and responds by transmitting content pages with space for one
or more advertisements and a referral command to a direct connect server. The user
computer follows the referral command and requests an advertisement from a direct
connect server. The direct connect server receives advertising selection criteria and
generates and transmits a request for an advertisement to an advertisement selection
server. The creative selection server identifies one or more advertisements and
sends the location of the advertisement to the user computer.

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